

DURANT WON'T ACCEPT SALARY

AUTO KING PAYS HIS OWN EXPENSES



W. C. DURANT, WHO REFUSED A SALARY OF \$150,000 A YEAR, BY EDWARD THERY.

NEW YORK—Would you take a salary of \$100,000 to \$150,000 a year if you could get it? Here is one man whose reply is "No."

He is W. C. Durant, pioneer automobile builder, who has just skyrocketed into the public eye by entering the low-priced car field on the same plane with Henry Ford.

The startling fact that Durant refuses to take a salary, now known for the first time, is one thing that he will not talk about. It can be stated, however, that he not only has not drawn a salary during the years that he has been a leading executive in the automobile industry—but he has never turned in an expense account.

Durant's proudest achievement is that in less than two years he has built up a group of motor companies that have 105,151 common stockholders. Only two corporations exceed this number, the American Telephone & Telegraph Co. and the Pennsylvania Railroad Co.

FIGHTS WALL STREET. "That is the sort of public ownership of industries that this country needs," said Durant. "Workers who make and use a product should own the producing industry. It is the greatest possible educational factor, the only sure cure for labor ills and social troubles."

"The day of sharp distinction between the so-called capitalist and working classes is passing. The wage earner's greatest weapon is the ownership of stock in industry; it takes the danger out of capitalism and spreads financial independence among the masses of people."

Durant admitted that in some respects he holds the same views as Henry Ford. The parallel is not in wide distribution of stock ownership, for the Ford industries are owned en-

tirely within the Ford family, but in a common war against Wall Street. "The control of industry by a small financial group also is passing," he said. "The fact that within less than two years more than 100,000 persons have supplied millions of financial backing for our new motor companies proves that industry can be independent of Wall Street."

Durant says he has not declared war on Henry Ford in the low-priced automobile field.

SAYS AUTO FIELD IS LIMITLESS. "We put the price of our new car at the Ford level because we found it could be done," he said. "But I have no thought of a price war. It wouldn't disturb me if Ford produced a car selling as cheaply as sewing machines. I will never cut into his business. He will sell more and more year by year—and so will we."

"The automobile field is so limitless that there is room for both, even though we will build 25,000 low-priced cars this coming year."

"The one problem that must be solved is that of traffic. Highways are being built exactly parallel to railroad development; two, three and four road systems are already beginning, and I see in the future a network of highways with separate sections for passenger cars and trucks, each with one-way divisions."

"Thus America can absorb many times the 10,000,000 machines that are now in use. The greater problem is in the cities. Perhaps double-deck streets will be the solution."

Durant, following up this subject, has just written to the Merchants association of New York urging the appointment of a commission to study the traffic problem. He warns merchants everywhere that unless a solution is found there will be such rapid growth of suburban and community center stores that downtown groups of mercantile shops will not be able to survive competition killed by traffic congestion.

COMMON SENSE IN DRIVING ADVOCATED. Under the caption, "Needed—A Little Common Sense," the Washington Herald, discussing editorially the oftentimes contributing causes to accidents on the highways, says in part:

"Just as there are careless, thoughtless automobile drivers, there are thoughtless and careless pedestrians. No good purpose is served if a driver exercises every care and obeys all regulations if some pedestrian carelessly or arrogantly 'hogs' the right-of-way. Indeed, it is an arrogant feeling, fostered we presume somewhat by that 'sour grapes' attitude, on the part of walkers, which causes a large percentage of accidents."

"A sense of fairness should be enough to impel the pedestrian to go fifty-fifty with the motorist and not cause unnecessary inconvenience. If he is lacking in this element, then a due regard for his own health and safety should cause him to exercise care in disputing the right-of-way with automobiles. If common sense is the only remedy—common sense tinged with a spirit of fairness and good sportsmanship."

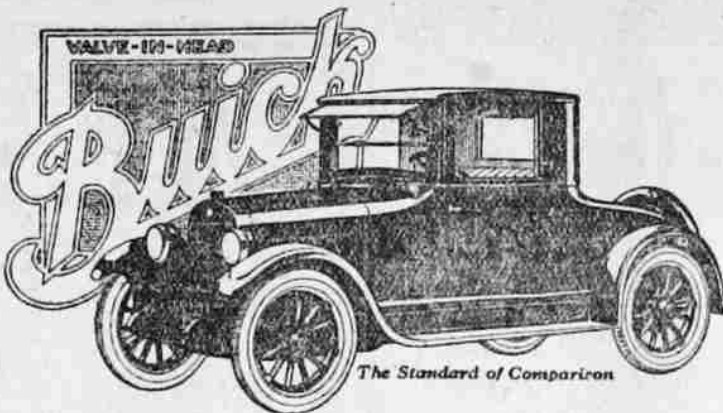
THE ESSEX ENDURES Essex is sold strictly on its merits as a complete and superb motor car mechanically. It established itself as one of the leading four cylinder motor cars of the world in performance, reliability and economy.

ESSEX IS A HUDSON PRODUCT The designers of the unquestionable "Super-Six" guided its creation. It has staunchness and character. It gives the utility of the costliest cars. It stays tight and secure.

FEW SECOND-HAND ESSEX CARS FOR SALE Although hundreds have been sold the past four years right here at home. Many have now turned fifty thousand miles and more.

ESSEX PRICES AT OGDEN Touring car, \$1230 Cabriolet, \$1340 Coach, \$1450

Ogden Motor Car Co. HUDSON AND ESSEX 1245-55 Hudson Ave.



Closed Car Comfort for Business and Pleasure

The 1923 Buick Four Coupe—\$1175

Combining the beauty and appointments of the costliest closed cars with modest proportions and every day utility, the Buick four-cylinder, three passenger coupe meets the requirements of business and professional use, as well as those of the family.

Its smartness has been increased by the changes that have been made in body, radiator and cowl to lower and lengthen its appearance and at the same time add roominess inside the body. Heavy crown fenders, drum type head and cowl lamps are touches that enhance its outside attractiveness.

Wide doors swing open to reveal an interior trimmed and upholstered in fine plush and set off by distinctive fittings. A heater, cowl ventilator and disappearing door windows provide perfect all-weather driving comfort.

Improvements have been made too in the famous Buick Valve-in-Head engine, springs, frame and every important unit of the chassis to develop further the dependability and ruggedness that always is so marked in Buick cars.

The Buick Line for 1923 Comprises Fourteen Models:

Four—2 Pass. Roadster, \$865; 5 Pass. Touring, \$885; 3 Pass. Coupe, \$1175; 5 Pass. Sedan, \$1395; 5 Pass. Touring Sedan, \$1515; 5 Pass. Roadster, \$1125; 5 Pass. Touring, \$1195; 5 Pass. Touring Sedan, \$1235; 5 Pass. Sedan, \$1365; 4 Pass. Coupe, \$1895; 7 Pass. Touring, \$1455; 7 Pass. Sedan, \$1595; Sport Roadster, \$1625; Sport Touring, \$1675. Prices f. o. b. Buick Factories. Ask about the G. M. A. C. Purchase Plan, which provides for Deferred Payments.

D-15-13-NP

WATSON-BUICK AUTO CO.

2552 Washington Ave.

Phone 506

When better automobiles are built, Buick will build them

NEW AUTO LAWS DUE NEXT YEAR

PATH OF GOLD BEGINS AT RENO

National Motorists Assn. Will Keep in Touch With Legislators

Motor Route to Coast Becomes Part of Victory Highway

"Matters of import to the motorists of the United States will be the forefront when the legislatures of 43 states meet early in 1923. Of this number, 41 states meet in January, one, Florida, in April, and one, Georgia, in June. The five states in which legislatures do not meet in 1923 are Kentucky, Louisiana, Maryland, Mississippi and Virginia," says a statement of the National Motorists' association.

"Officers of highway commissions in the 43 states in question are now busy preparing drafts of new, or amendments to old legislation for submission to legislative bodies when they convene. These drafts doubtless will contain suggestions with reference to the bringing of state laws in line with the federal and laws of the nation of their prevention, motor car registration, legislation controlling headlights, automatic signals, etc., and having to do with taxes and fees in the operation of motor vehicles."

Still other subjects to be given consideration will have to do with the question of declaring motor vehicles to be common carriers, uniform traffic laws, elimination of grade crossings, highway enforcement legislation, snow removal in addition to dozens of other pertinent and important related matters.

The National Motorists association through its national headquarters in Washington, and its affiliated clubs in the different cities, will keep in touch with the progress of legislation affecting directly or indirectly the interests of motorists, or highway development problems, and will give support to those measures deemed for the best interests of motorists.

It is important that states which have not already done so comply with requirements of the federal aid road act within the next few years. If they too, are to put themselves in a position to benefit from its provisions, according to the bureau of public roads, in charge of the execution of this act. Of the states in which legislative sessions are to be held next year, Georgia, Massachusetts, New Jersey, New York, Rhode Island and South Carolina meet annually. The other states meet biennially in odd-numbered years, except Alabama, which meets quadrennially. That a vast amount of road legislation is badly needed, and that highway development problems will be sadly retarded throughout the United States if legislative bodies meet in 1923 fall to meet the needs of the times, is evident, according to the executive officers of the N. M. A.

CHOOSES CAR BY SOUND. Max P. Pattag, a musician in the Chicago Symphony Orchestra, selects an automobile by the sound of the car. He looks for the tone of harmony, which is as beautiful to hear as it is to see.

OIL SCREEN THERE BECAUSE IT'S NEEDED The practice of allowing the garage or service station attendant to remove the oil screen in the oil intake when replenishing the engine oil supply is both foolish and disastrous, according to Frank E. Carroll.

"The screen is put in the engine for a purpose," says Carroll. "And if it was not of value it would be left out, for screens cost money, and no manufacturer is adding anything which tends to increase the cost of his car, no matter how little or big the amount is unless the item provided is actually needed."

"The screen in the intake is there to keep out foreign matter, in order to insure clean, sweet oil for the engine. No engine can operate properly on dirty oil, and no oil, no matter how good the quality, has much value as a lubricant if it is dirty."

BRITISH NOVELTY In order to prevent rattle of the brake rods, a small English car is fitted with cross clips fastened to the torque tube in the middle.

ON HALLOWE'EN The witches and goblins are wont to disport and sometimes to make rather free with other folks' property. MILES MORE suggests that you make sure the spare wheel or tire is securely fastened to the car so that it can't be made away with.

Strange pranks are often played, I ween, On careless folks at Hallowe'en.

Modern Tire-Service Co. HARTOG & ARCHIBALD
Tire Merchants and Vulcanizers
2360 Hudson Ave. 2636 Wash. Ave.
Phone 346 Phone 442

GOODYEAR SERVICE STATIONS
Miles More Makes the Miles Last Longer.

GATES TIRES The Tire with the Wider and Thicker Tread

ON HALLOWE'EN The witches and goblins are wont to disport and sometimes to make rather free with other folks' property. MILES MORE suggests that you make sure the spare wheel or tire is securely fastened to the car so that it can't be made away with.

Studebaker

SPECIAL-SIX SEDAN

\$2050



Judge Its Quality—Then Price

There's something alluring about the Studebaker Special-Six Sedan.

You notice it when you pass one on the street. It grows on you as you examine the car's details. It becomes even more pronounced when you take the wheel and drive it.

No wonder the Special-Six Sedan carries such an appeal! Its beauty of line, finish and appointments fascinates you. The delightful harmony of color in the upholstery, the completeness of the appointments and the soft carpeting afford real elegance—and at a new low price.

The body is a striking example of the handcraft of Studebaker artisans. Built in Studebaker plants where the coachmaker's art has been handed down from father to son for more than two generations.

It is mounted on the same dependable Special-Six chassis that has added new fame to the name Studebaker wherever cars are known.

Compare its appearance, its endurance records, its comfort, its equipment and its recognized reliability with any car within hundreds of dollars of its price. Judge it on quality first—then price—because price alone is no indication of its intrinsic value.

You can have confidence in the quality of Studebaker cars—in the 70 years of business success and manufacturing integrity back of them—and in the sterling dollar-for-dollar value built into them.

The name Studebaker on your car insures satisfaction!

EQUIPMENT

Automatic windshield wiper.
Rear-view mirror.
Beaded radiator.
Exhaust heater.
Courtesy light.
Jeweled eight-day clock.
Cool ventilator.
Thief proof transmission lock.
Rain visor.
Opalescent corner lights.
Massive headlights.
Artistic coach lamps.
Four doors that swing wide open.
Simple automatic window lifts raise or lower plate-glass windows.

MODELS AND PRICES—f. o. b. factories

LIGHT-SIX 5-Pass., 112" W. B. 40 H. P.	SPECIAL-SIX 5-Pass., 119" W. B. 50 H. P.	BIG-SIX 7-Pass., 126" W. B. 60 H. P.
Touring.....\$975	Touring.....\$1275	Touring.....\$1650
Roadster (3-Pass.).....975	Roadster (2-Pass.).....1250	Speedster (4-Pass.).....1785
Coupe-Roadster (2-Pass.).....1225	Roadster (4-Pass.).....1275	Coupe (4-Pass.).....2275
Sedan.....1550	Coupe (4-Pass.).....1875	Sedan.....2475
	Sedan.....2050	Sedan (Special).....2650

Cord Tires Standard Equipment

R. T. MITCHELL CO.

2354 Hudson Avenue

Phone 331

THIS IS A STUDEBAKER YEAR

OWNER RESPONSIBLE FOR LOST ARTICLES

When an automobile is parked at night no one but the owner is responsible for materials left in it, especially if it is an open car. Any contents that might be easily stolen should be removed. This should be done even if the car is to be left but a few minutes for it does not take long for a crook to get away with valuables left in an automobile. If the car is inclosed and the doors have reliable locks on them, these should be carefully locked whenever the car is parked.

TAXI DE LUXE. A taxi de luxe is operated in New York City, using a converted private passenger automobile, the only change being the installation of a meter. During the trip passengers can ride in state, as though they owned the car and had a liveried chauffeur.

While in 1921, 15 countries owned 97 per cent of the world's automobiles, this year they have only 96 per cent.

INVENTION ENDS MOTOR GAS

By NEA Service
Peril of carbon-monoxide poisoning from the exhaust of automobiles will be eliminated by a machine invented by Guyton, chemist of the DuPont Co. and H. S. Taylor, associate of chemistry at Princeton University. Announcement of this invention has been made by the American Society. The machine is designed to detect deadly gases applicable especially to exhaust.

Carbon-monoxide gas has been cause of death to many a man. Working on the engine, with rage shut against fresh air, the fumes. The gas is especially dangerous in that it cannot be detected by the senses.

The new machine, it is said, only detects the gas, but not continuously while there is the test sign of it in the air.

GATES TIRES

The Tire with the Wider and Thicker Tread

Aren't These Motorists Wise?--

Cord tires at nearly fabric prices today offer a bargain of fully 50% more miles in the cord material.

Of course the cords are all in the carcass of the tire and clearly, you must have a longer wearing tread on your cord tire if you want the extra miles out of the carcass.

That's why more motorists every day are buying the cord tire with the wider and thicker tread. That's the Gates Super-Tread Cord.